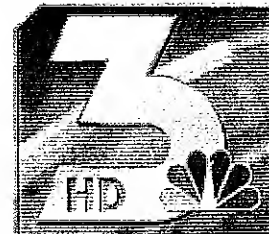


ORDER

KSNV

Orders
Order / Rev: 105163
Alt Order #: 06838638
Product Desc: NRCC IE 2012
Estimate: 2958
Flight Dates: 09/28/12 - 10/04/12
Original Date / Rev: 08/06/12 / 10/02/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: National Media, Inc.
Buying Contact:
Billing Contact:
 815 Slaters Ln.
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: NRCC-IE *Revised*
Demographic: A35+
Product Codes: PLI2
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PISSUE, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	52	\$55,550.00	\$47,217.50
10/01/12	10/04/12	98	\$97,600.00	\$82,960.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	52	\$55,550.00	\$47,217.50	0.00
October 2012	98	\$97,600.00	\$82,960.00	0.00
Totals	150	\$153,150.00	\$130,177.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	37%	\$153,150.00
Market	100%	\$413,918.92

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	22%	\$91,062.16
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	15%	\$62,087.84
KTUD	0%	\$0.00
KVVU	22%	\$91,062.16
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	4%	\$16,556.76

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/28/12	09/28/12	M-F 5-6a WakeUp w/WagM	5-6a		----F--	:30	2	\$325.00	1	0.00	NM	2	\$650.00
				M-F 5-6a WakeUp w/Wagners											

NEWS

Start Date **End Date** **Weekdays** **Spots/Week** **Rate** **Rating**

Order / Rev: 105163
 Alt Order #: 06838638
 Flight Dates: 09/28/12 - 10/04/12

Advertiser: NRCC-IE
 Product Desc: NRCC IE 2012
 Estimate: 2958

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/28/12	09/28/12	M-F 5-6a WakeUp w/Wa M-F 5-6a WakeUp w/Wagners	CM	5-6a	----F--	:30	2	\$325.00	1	0.00	NM	2	\$650.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					2	\$325.00		0.00			
E 2	KSNV	10/01/12	10/04/12	M-F 5-6a WakeUp w/Wa M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWT---	:30	8	\$450.00	1	0.00	NM	8	\$3,600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWT---					8	\$450.00		0.00			
E 3	KSNV	09/28/12	09/28/12	M-F 6-7a WakeUp w/Wa M-F 6-7a WakeUp w/Wagners	CM	6-7a	----F--	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					2	\$1,000.00		0.00			
E 4	KSNV	10/01/12	10/04/12	M-F 6-7a WakeUp w/Wa M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWT---	:30	8	\$1,000.00	1	0.00	NM	8	\$8,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWT---					8	\$1,000.00		0.00			
E 5	KSNV	10/01/12	10/04/12	Today Show Today Show	CM	658a-9am	MTWT---	:30	8	\$1,500.00	1	0.00	NM	8	\$12,000.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWT---					8	\$1,500.00		0.00			
E 6	KSNV	09/28/12	09/28/12	Today Show Today Show	CM	658a-9am	----F--	:30	2	\$1,500.00	1	0.00	NM	2	\$3,000.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					2	\$1,500.00		0.00			
E 9	KSNV	09/30/12	09/30/12	News 3 Sunrise - SUND News 3 Sunrise SUNDAY	CM	6a-7a	-----S	:30	2	\$325.00	1	0.00	NM	2	\$650.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					2	\$325.00		0.00			
E 10	KSNV	09/30/12	09/30/12	Sunday Today Sunday Today	CM	7a-8am	-----S	:30	2	\$625.00	1	0.00	NM	2	\$1,250.00
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					2	\$625.00		0.00			
E 11	KSNV	09/28/12	09/28/12	M-F Today Show II 3rd H M-F Today Show II	CM	9-10a	----F--	:30	2	\$750.00	1	0.00	NM	2	\$1,500.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					2	\$750.00		0.00			
E 12	KSNV	10/01/12	10/04/12	M-F Today Show II 3rd H M-F Today Show II	CM	9-10a	MTWT---	:30	8	\$750.00	1	0.00	NM	8	\$6,000.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWT---					8	\$750.00		0.00			
E 13	KSNV	10/01/12	10/04/12	M-F Today Show III 4th H Today 4th Hour	CM	10am-11am	MTWT---	:30	8	\$325.00	1	0.00	NM	8	\$2,600.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWT---					8	\$325.00		0.00			
E 14	KSNV	09/28/12	09/28/12	M-F Today Show III 4th H Today 4th Hour	CM	10am-11am	----F--	:30	2	\$325.00	1	0.00	NM	2	\$650.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					2	\$325.00		0.00			
E 15	KSNV	10/01/12	10/04/12		CM	11am-12pm	MTWT---	:30	8	\$325.00	1	0.00	NM	8	\$2,600.00

Order / Rev: 105163
 Alt Order #: 06838638
 Flight Dates: 09/28/12 - 10/04/12

Advertiser: NRCC-IE
 Product Desc: NRCC IE 2012
 Estimate: 2958

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 26	KSNV	10/01/12	10/04/12	Face to Face/Ralston Rep Face to Face w/ J. Ralston	CM	730-758pm	MT-T---	:30	4	\$900.00	1	0.00	NM	4	\$3,600.00
J RALSTON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-T---					4	\$900.00		0.00			
E 27	KSNV	10/01/12	10/01/12	Mon PR 8-10p Monday Prime 8-10pm	CM	8-10pm	M-----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$4,000.00		0.00			
E 28	KSNV	10/01/12	10/01/12	Mon PR 10-11p Monday Prime 10-11pm	CM	10-11pm	M-----	:30	1	\$3,200.00	1	0.00	NM	1	\$3,200.00
REVOLUTION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$3,200.00		0.00			
E 29	KSNV	10/02/12	10/02/12	Tues PR 8-9p Tuesday Prime 8-9pm	CM	8-9pm	-T-----	:30	2	\$4,000.00	1	0.00	NM	2	\$8,000.00
THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----					2	\$4,000.00		0.00			
E 30	KSNV	10/03/12	10/03/12	SIGN ON-SIGN OFF ROS	CM	5a-459a (10:00 PM-11:00 PM)	--W----	:30	1	\$3,200.00	1	0.00	NM	1	\$3,200.00
CHICAGO FIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--W----					1	\$3,200.00		0.00			
E 31	KSNV	09/28/12	09/28/12	Fri PR 9-10p Friday Prime 9-10pm	CM	9-10pm	----F--	:30	1	\$2,600.00	1	0.00	NM	1	\$2,600.00
GRIMM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$2,600.00		0.00			
E 32	KSNV	09/30/12	09/30/12	NFL Pre-Game / FNA NFL Pre-Game	CM	1p-530pm	-----S	:30	1	\$2,400.00	1	0.00	NM	1	\$2,400.00
FTBL NIGHT IN AMERICA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$2,400.00		0.00			
E 33	KSNV	09/30/12	09/30/12	NFL Football NFL Football	CM	1P-9PM	-----S	:30	1	\$10,000.00	1	0.00	NM	1	\$10,000.00
SUN NIGHT FTBL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$10,000.00		0.00			
E 34	KSNV	09/30/12	09/30/12	News 3 Live in Prime News 3 in Prime	CM	7-10pm	-----S	:30	2	\$1,800.00	1	0.00	NM	2	\$3,600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					2	\$1,800.00		0.00			
E 35	KSNV	09/28/12	09/28/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	----F--	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$1,100.00		0.00			
E 36	KSNV	10/01/12	10/04/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	MTWT---	:30	4	\$1,200.00	1	0.00	NM	4	\$4,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWT---					4	\$1,200.00		0.00			
E 37	KSNV	09/29/12	09/30/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	4	\$1,100.00	1	0.00	NM	4	\$4,400.00
NEWS 2X/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----SS					4	\$1,100.00		0.00			
E 38	KSNV	09/28/12	09/28/12		CM	1135p-1237a	----F--	:30	2	\$750.00	1	0.00	NM	2	\$1,500.00

Order / Rev: 105163
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 Flight Dates: 09/28/12 - 10/04/12

Advertiser: NRCC-IE
 Product Desc: NRCC IE 2012
 Estimate: 2958

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				The Tonight Show Tonight Show											
				TONIGHT SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	----F--	2		\$750.00		0.00						
E 39	KSNV	10/01/12	10/04/12	The Tonight Show Tonight Show	CM	1135p-1237a	MTWT---	:30	8	\$750.00	1	0.00	NM	8	\$6,000.00
				TONIGHT SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	MTWT---	8		\$750.00		0.00						
E 40	KSNV	09/28/12	09/28/12	Late Night w/Fallon Late Night w/Fallon	CM	1237a-136am	----F--	:30	2	\$225.00	1	0.00	NM	2	\$450.00
				FALLON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	----F--	2		\$225.00		0.00						
E 41	KSNV	10/01/12	10/04/12	Late Night w/Fallon Late Night w/Fallon	CM	1237a-136am	MTWT---	:30	8	\$250.00	1	0.00	NM	8	\$2,000.00
				FALLON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	MTWT---	8		\$250.00		0.00						
E 42	KSNV	09/29/12	09/29/12	Saturday Night Live Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	3	\$1,400.00	1	0.00	NM	3	\$4,200.00
				SNL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----S-	3		\$1,400.00		0.00						
E 43	KSNV	09/30/12	09/30/12	Jeopardy in PRIME Jeopardy in Prime	CM	M-SA 8-11p / SUN	-----S	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
				JEOPARDY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----S	1		\$1,200.00		0.00						
E 44	KSNV	09/30/12	09/30/12	Sports Night in Las Vegas Sports Night in Las Vegas	CM	Sun 1135p-1200a	-----S	:30	1	\$400.00	1	0.00	NM	1	\$400.00
				SPORTS NIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----S	1		\$400.00		0.00						
N 45	KSNV	09/29/12	09/29/12	Sat PR 9-10p Saturday Prime 9-10pm	CM	9-10pm	-----S-	:30	1	\$1,500.00	1	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----S-	1		\$1,500.00		0.00						
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1		KSNV	09/24/12-09/30/12	Sat PR 9-10p	9-10pm		-----Sa--	:30	(\$1,500.00)	0.00	NM				
Unresolved [TRY TO MG]															
N 46	KSNV	10/04/12	10/04/12	Thurs PR 9-10p Thursday Prime 9-10pm	CM	9-10pm	---T---	:30	1	\$3,200.00	1	0.00	NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	---T---	1		\$3,200.00		0.00						
													Totals	150	\$153,150.00